



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

KOAT
www.koat.com

CONTRACT

Contract / Revision 949998 /	All Order #	
Product		
Issue		
Contract Dates 10/15/12 - 11/04/12	Estimate # GO Bonds for Higher E	
Advertiser GO Bonds for Higher Education Campaign		
Original Date / Revision 09/10/12 / 09/10/12		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOAT	Account Executive Beth Pfefferle	Sales Office Albuquerque - L
Special Handling		
Demographic		
Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Cooney Watson & Associates
2201 San Pedro NE
Bldg 2 Suite #100
Albuquerque, NM 87110

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/15/12	10/19/12	Good Morning America	7-9a		:30			NM	3	\$1,950.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				3	\$650.00			
N 2	KOAT	10/15/12	10/19/12	M-F A7N This AM @ 430a	430-5a		:30			NM	1	\$125.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				1	\$125.00			
N 3	KOAT	10/20/12	10/20/12	Sa 6a A7N More in the AM	6-9a		:30			NM	2	\$750.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				2	\$375.00			
N 4	KOAT	10/21/12	10/21/12	Su 6a A7N More in the AM	6-9a		:30			NM	2	\$750.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S				2	\$375.00			
N 5	KOAT	10/15/12	10/19/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$975.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				1	\$975.00			
N 6	KOAT	10/29/12	11/02/12	Good Morning America	7-9a		:30			NM	3	\$2,250.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTF--				3	\$750.00			
N 7	KOAT	10/29/12	11/02/12	M-F A7N This AM @ 430a	430-5a		:30			NM	2	\$350.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTF--				2	\$175.00			
N 8	KOAT	11/03/12	11/03/12	Sa 6a A7N More in the AM	6-9a		:30			NM	2	\$850.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Heerst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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10/15/12 - 11/04/12	Issue	GO Bonds for Higher Edt
Advertiser		Original Date / Revision
GO Bonds for Higher Edt		09/10/12 / 09/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots	Spots	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	-----S-				2	\$425.00				
N 9	KOAT	11/04/12	11/04/12	Su 6a A7N More in the AM	6-9a		:30			NM	2		\$850.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	-----S				2	\$425.00				
N 10	KOAT	10/29/12	11/02/12	Action 7 News @ 6p	6-630p		:30			NM	1		\$1,150.00
		Class of Time - Fixed Non Pre-emptible											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	MTWTF--				1	\$1,150.00				
											Totals	19	\$10,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	9	\$4,550.00	\$3,867.50
10/29/12 - 11/04/12	10	\$5,450.00	\$4,632.50
Totals	19	\$10,000.00	\$8,500.00

Signature: _____ Date: _____

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